

ITPC's program can report many accomplishments in state fiscal year 2005 and is changing knowledge, attitudes and beliefs regarding tobacco use. The increased awareness and education that have occurred in the past four years is a precursor to reducing Indiana's tobacco use rate.

Overall Highlights:

- Youth smoking among high school students decreased 32% from 2000 to 2004; surpassing ITPC's 2005 objective.
- Indiana's adult cigarette smoking rate of 24.9% indicates a significant decline since 2002 (27.7%).
- Twenty-four (24) hospital and health care facilities took their grounds smoke free, twice the number of tobacco free policy changes in 2004.

Evaluation:

- ITPC conducted the 2nd adult and 3rd youth tobacco surveys, as well as the 4th media tracking survey. ITPC's evaluation and research coordinating center continues to analyze data and produce fact sheets to share tobacco use behavior, attitude and belief trends in Indiana.
- Conducted the Indiana Air Monitoring Study that found full-time bar and restaurant employees are exposed on the job to more than seven times the annual limit of fine particulate air pollution recommended by the EPA.
- ITPC continues to work with the State Board of Accounts to have field auditors around the state visit the ITPC partners and perform monitoring engagements. As of June 30, 2005, the SBOA has completed a total of 279 monitoring engagements, 87 in SFY 2005.

Community Programs:

- All of Indiana's 92 counties received a grant to conduct tobacco prevention and cessation in their communities, including setting up resources to help smokers quit. Over 1,600 organizations are involved locally, including 25 local and state minority organizations and 12 organizations working on statewide programs.
- ITPC local partners have conducted over 18,000 activities at the community level, such as implementing prevention and education programs in schools, developing cessation networks, working to protect Hoosiers from secondhand smoke, engaging local businesses, and raising awareness of tobacco prevention efforts.
- Forty-five percent (45%) of Hoosier youth are protected from secondhand smoke in schools. Twenty-six (26) counties have all tobacco free schools districts with another 33 counties have a portion of their school districts with tobacco free campuses.
- Five regional Voice Hubs, representing 54 partners were established. Each hub provides technical assistance for local adults and youth on youth advocacy and how to build and sustain their local Voice movements.

Voice Hubs conducted Adults as Allies, Media Literacy and Advocacy, and Leadership Intensive Training for a total of 258 youth and 120 adults.

Statewide Public Education Campaign:

- Seven out of ten Indiana adults and 80 percent of Hoosier youth have seen an advertisement from the ITPC media campaign. Confirmed awareness of the ads has steadily increased of the past few years as every county in the state is being reached by the media campaign.
- Youth who were aware of at least one ITPC ad were 59% more likely to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC ads.
- Adult smokers who had confirmed awareness of an ITPC TV ad were twice as likely to try to quit smoking in the past year.
- Hoosiers are reached through the website, www.WhiteLies.tv that educates on the negative health consequences of tobacco use and the burden on Hoosiers that has received over 261,000 visitors. While the youth-focused website, www.voice.tv, has had over 76,000 visitors.
- ITPC partners with many events throughout Indiana, including the 3rd annual tobacco-free day at the Indiana State Fair, Indiana Black Expo's Summer Celebration, Circle City Classic, Fiesta Indianapolis, Women's Expo, county fairs and other community events.
- Indiana news media have generated nearly 3,000 articles in SFY 2005 on tobacco control stories, specifically about the local coalition activities and issues surrounding secondhand smoke. This brings the total to more than 7,500 since SFY 2003. Seven counties doubled or tripled their newsprint coverage of tobacco topics from the previous year and four counties had over 100 news items this year.

Enforcement of Indiana's Youth Access to Tobacco Laws:

- The ITPC partnership with the Alcohol and Tobacco Commission (ATC) has reduced the non-compliance rate of tobacco retail sales to minors from 29% in October 2001 to 14% in SFY 2005.
- TRIP officers conducted 9,100 retailer inspections, averaging over 750 inspections per month.

Administration and Management:

- ITPC strengthened its partnership with the State Personnel Department to promote quitting smoking to all state employees through personnel communication, working through health plans, promoting resources, and regular contact with all agency human resources directors.